

CLAIMS

What is claimed is:

Sub 2/1 1. A user interface for creating and editing a viewer profile in a device for determining programming events of interest to a viewer, the user interface comprising:

a viewer profile identifier tool for receiving input specifying an identifier of a viewer profile to be created or edited;

a category tool for receiving input comprising category preference scores associated with categories of a classification hierarchy; and

a keyword tool for receiving input specifying keywords.

2. The user interface claimed in claim 1, wherein said user interface is a graphical user interface and said user interface comprises a sliding bar for indicating a category preference score.

3. The user interface claimed in claim 1, wherein said keyword tool further receives input comprising keyword preference scores associated with specified keywords.

4. The user interface claimed in claim 3, wherein said user interface is a graphical user interface and said user interface comprises a sliding bar for indicating a keyword preference score.

5. The user interface claimed in claim 1, further comprising a qualified keyword tool for receiving input comprising a qualified keyword associated with a category of the classification hierarchy.

6. The user interface claimed in claim 5, wherein said qualified keyword tool further receives input comprising qualified keyword preference scores associated with specified qualified keywords.

7 The user interface claimed in claim 6, wherein said user interface is a graphical user interface and said user interface comprises a sliding bar for indicating a qualified keyword preference score.

8. The user interface claimed in claim 1, further comprising a priority tool for receiving input specifying a priority of said viewer profile relative to other viewer profiles.

9. The user interface claimed in claim 1, further comprising an alerts per time period tool for receiving input specifying a maximum number of alerts to be generated within a given time period using said viewer profile.

10. The user interface claimed in claim 1, further comprising an alert time advance tool for receiving input specifying a period of time in advance of a programming event to provide an alert for that programming event.

11. The user interface claimed in claim 1, further comprising a profile activation time tool for receiving input specifying a time period during which the viewer profile is to be used by said device.

12. A method in a device for determining programming events of interest to a viewer, comprising:

receiving input specifying an identifier of a viewer profile to be created or edited;

receiving input comprising category preference scores associated with categories of a classification hierarchy; and

storing said category preference scores in association with said identifier as a viewer profile.

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13. The method claimed in claim 12, further comprising receiving input comprising a keyword.

14. The method claimed in claim 13, further comprising receiving input comprising a keyword preference score associated with a specified keyword.

15. The method claimed in claim 12, further comprising receiving input comprising a qualified keyword associated with a category of the classification hierarchy.

16. The method claimed in claim 15, further comprising receiving input comprising a qualified keyword preference score associated with a specified qualified keyword.

17. The method claimed in claim 12, further comprising receiving input specifying a priority of said viewer profile relative to other viewer profiles.

18. The method claimed in claim 12, further comprising receiving input specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

19. The method claimed in claim 12, further comprising receiving input specifying an amount of time in advance of a programming event to provide an alert for that programming event.

20. The method claimed in claim 12, further comprising receiving input specifying a time period during which the viewer profile is to be used by said device.

21. A device for determining programming events of interest to a viewer, comprising:

~~at least one processor; and~~
 storage media coupled to the at least one processor and having stored therein programming instructions for performing data processing comprising:
 receiving input specifying an identifier of a viewer profile to be created or edited;
 receiving input comprising category preference scores associated with categories of a classification hierarchy; and
 storing said category preference scores in association with said identifier as a viewer profile.

22. The device claimed in claim 21, said processing further comprising receiving input comprising a keyword.

23. The device claimed in claim 22, said processing further comprising receiving input comprising a keyword preference score associated with a specified keyword.

24. The device claimed in claim 21, said processing further comprising receiving input comprising a qualified keyword associated with a category of the classification hierarchy.

25. The device claimed in claim 24, said processing further comprising receiving input comprising a qualified keyword preference score associated with a specified qualified keyword.

26. The device claimed in claim 21, said processing further comprising receiving input specifying a priority of said viewer profile relative to other viewer profiles.

27. The device claimed in claim 21, said processing further comprising receiving input specifying a maximum number of alerts to be generated using said viewer profile within a given period of time.

28. The device claimed in claim 21, said processing further comprising receiving input specifying an amount of time in advance of a programming event to provide an alert for that programming event.

29. The device claimed in claim 21, said processing further comprising receiving input specifying a time period during which the viewer profile is to be used by said device.

30. A computer readable medium having encoded therein a viewer profile representing viewing preferences of a viewer, the viewer profile comprising:

a viewer profile identifier;
preference scores associated with categories of a predetermined classification hierarchy used in programming event metadata to characterize the subject matter of corresponding programming events; and
at least one keyword.

31. The computer readable medium claimed in claim 30, wherein the keyword comprises a qualified keyword that is associated with a category of the classification hierarchy.

32. The computer readable medium claimed in claim 30, the viewer profile further comprising an activation time for the viewer profile.

33. The computer readable medium claimed in claim 30, the viewer profile further comprising a priority of the viewer profile relative to other viewer profiles.

34. The computer readable medium claimed in claim 30, the viewer profile further comprising contact information indicating where a programming event alert should be sent for that viewer.

35. The computer readable medium claimed in claim 30, the viewer profile further comprising information indicating an amount of time in advance of a programming event for providing an alert regarding that programming event to the viewer.

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